## ORDER



 Orders
 Order / Rev:
 37481

 Alt Order #:
 08876870

 Product Desc:
 ROMNEY/P/R

 Estimate:
 444

Flight Dates: 10/03/12 - 10/09/12

Original Date / Rev: 10/02/12 / 10/02/12

Order Type: GENERAL

y AE: Mike Jones

Primary AE: Sales Office: Sales Region:

Billing Type:

Billing Calendar:

K-WAS National

Name: American Rambler Production

Buying Contact:
Billing Contact:

138 Conant St.
Beverely, MA 01915

Cash

Broadcast EOM/EOC

Billing Cycle: EOM
Agency Commission: 15%

50/2

Advertiser Name: Romney, Mitt / R-Pres

Demographic: A35+

Product Codes: PO1

Priority: LV3

Order Separation:
Advertiser External ID:

New Business Thru:

00:15:00

Revenue Codes:

AGY, POL, CAND

Agency External ID:

Bill Plan

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	71	\$100,745.00	\$85,633.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	71	\$100,745.00	\$85,633.25	0.00
Totals	71	\$100,745.00	\$85,633.25	0.00

## **Account Executives**

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$100,745.00		
Market	100%	\$335,816.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$83,954.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,790.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch S	tart End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E1 8 10	0/03/12 10/05/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	WTF	:30	2	\$275.00LV2	0.00 NM	2	\$550.00
8 NOW 6AI	M										
Start D	ate End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/01/	12 10/07/12	WTF	2	\$275.00	0.00						
E 2 8 10	)/08/12 10/09/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MT	:30	1	\$965.00LV1	0.00 NM	1	\$965.00

Print Date: 10/08/12 12:11:45 Page 2 of 5

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			_,						
Ln Ch Start End 8 NOW 6AM	Inventory Code Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate \$965.00	Rating 0.00						
E 3 8 10/03/12 10/05/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	WTF	:30	3	\$200.00LV2	0.00 NM	3	\$600.00
EARLY SHOW CBS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
	CBS This Morning 7-9a CM CBS This Morning	7-9a	MT	:30	2	\$700.00LV1	0.00 NM	2	\$1,400.00
EARLY SHOW CBS <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$700.00	Rating 0.00						
E 5 8 10/08/12 10/09/12	Live w/Kelly CM Live w/Kelly	9-10a	MT	:30	2	\$300.00LV2	0.00 NM	2	\$600.00
LIVE <u>Start Date</u> Week: 10/08/12  LIVE  End Date 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 6 8 10/03/12 10/05/12 LIVE	Live w/Kelly CM Live w/Kelly	9-10a	WTF	:30	2	\$1,050.00LV1	0.00 NM	2	\$2,100.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,050.00	Rating 0.00						
E 7 8 10/03/12 10/05/12	Price Is Right CM Price Is Right	10-11a	WTF	:30	2	\$1,575.00LV1	MM 00.0	2	\$3,150.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,575.00	Rating 0.00						
E 8 8 10/08/12 10/09/12	Price Is Right CM Price Is Right	10-11a	MT	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,575.00	Rating 0.00						
	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	MT	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
8 NOW NOON <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate \$325.00	Rating 0.00						
E 10 8 10/03/12 10/05/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	WTF	:30	1	\$1,140.00LV1	0.00 NM	1	\$1,140.00
8 NOW NOON  Start Date End Date  Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,140.00	Rating 0.00						
E 11 8 10/03/12 10/05/12	Ellen CM Ellen	3-4p	WTF	:30	2	\$1,490.00LV1	0.00 NM	2	\$2,980.00
ELLEN <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,490.00	Rating 0.00		_				
E12 8 10/08/12 10/09/12	Ellen CM Ellen	3-4p	MT	:30	2	\$1,490,00LV1	0.00 NM	2	\$2,980.00
ELLEN <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,490.00	Rating 0.00						
E 13 8 10/08/12 10/09/12 8 NOW 4PM	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:0	MT 00 PM)	:30	2	\$350.00LV3	0.00 NM	2	\$700.00
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/08/12 10/14/12 E 14 8 10/03/12 10/05/12	8 News Now 4p M-F CM	\$350.00 4-5p (4:30 PM-5:0	0.00 WTF	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
8 NOW 4PM	8 News Now 4p M-F	(4,50 FIVE-0.0	50 F WI)						

Print Date: 10/08/12 12:11:45 Page 3 of 5

KLAS

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Flight Dates:

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**Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 0.00 NM \$3,150.00 :30 2 \$1,575.00 LV1 CM --WTF--E 14 8 10/03/12 10/05/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NOW 4PM **Start Date End Date** Weekdays Spots/Week Rate Rating --WTF--0.00 Week: 10/01/12 10/07/12 2 \$1,575.00 2 \$1,750.00LV1 0.00 NM \$3,500.00 E 15 10/03/12 10/05/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 8 News Now 5-630p M-F 8 NOW 5PM Weekdays Spots/Week Rating Start Date **End Date** Rate 10/07/12 --WTF--2 \$1,750.00 0.00 Week: 10/01/12 MT----\$800.00 8 News Now 5-630p M-FCM \$400.00LV3 0.00 NM 2 5-630p :30 E 16 8 10/08/12 10/09/12 8 News Now 5-630p M-F 8 NOW 5PM Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 MT----\$400.00 0.00 630-7p Inside Edition CM 630-7p MT----:30 1 \$1,400.00LV1 0.00 NM \$1,400.00 E 17 10/08/12 10/09/12 Inside Edition INSIDE EDITION Spots/Week Rating Start Date **End Date** Weekdays Rate MT----\$1,400.00 10/14/12 0.00 Week: 10/08/12 1 2 \$1,225,00LV1 0.00 NM 2 \$2,450.00 E 18 10/03/12 10/05/12 7-8p Rotator CM 7-8p --WTF--:30 7-8p Rotator **ENT TONIGHT 30** Rate Weekdays Spots/Week Rating Start Date **End Date** 10/07/12 --WTF--\$1,225.00 0.00 Week: 10/01/12 CM 7-8p :30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 10/08/12 10/09/12 MT----E 19 7-8p Rotator 7-8p Rotator **ENT TONIGHT 30** Rating Start Date **End Date Weekdays** Spots/Week <u>Rate</u> MT----0.00 10/14/12 2 \$1,225.00 Week: 10/08/12 10/03/12 10/05/12 8 News Now 11p M-F --WTF--:30 3 \$2,100.00LV1 0.00 NM 3 \$6,300.00 E 20 8 CM 11-1135p 8 News Now 11p M-F **8 NOW 11PM** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--3 \$2,100.00 0.00 Week: 10/01/12 10/07/12 :30 \$500.00LV3 0.00 NM 2 \$1,000.00 10/08/12 10/09/12 8 News Now 11p M-F CM 11-1135p MT----2 E 21 8 8 News Now 11p M-F **8 NOW 11PM** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 MT----0.00 Week: 10/08/12 \$500.00 10/03/12 10/05/12 :30 2 \$965.00 LV1 0.00 NM 2 \$1,930.00 E 22 8 Letterman CM 1135p-1237a --WTF--Letterman **LETTERMAN Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$965.00 0.00 10/08/12 10/09/12 MT----:30 \$965.00LV1 0.00 NM 2 \$1,930.00 E 23 CM 1135p-1237a 8 Letterman Letterman **LETTERMAN** Spots/Week Start Date **End Date** Weekdays Rate Rating 10/14/12 MT----\$965.00 0.00 Week: 10/08/12 E 24 10/04/12 10/04/12 Thu 8-9p CM 8-9p ---T---:30 1 \$2,100.00LV3 0.00 NM \$2,100.00 Big Bang / 2 1/2 Men **BIG BANG/2.5 MEN End Date** Spots/Week Rating Start Date **Weekdays** <u>Rate</u> Week: 10/01/12 10/07/12 ---T---\$2,100.00 0.00 1 \$1,200.00LV3 \$1,200.00 E 25 R 10/05/12 10/05/12 Fri 8-9p CM 8-9p ---F--:30 0.00 NM 1 CSI: NY **CSINY** Start Date **End Date Weekdays** Spots/Week Rate Rating ---F--Week: 10/01/12 10/07/12 \$1,200.00 0.00 0.00 NM ---F--:30 \$5,500.00 F 26 8 10/05/12 10/05/12 CM 9-10p 1 \$5,500.00LV1

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Fri 9-10p Made In Jersey						_			
CSI N	Y tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10	0/01/12	10/07/12	F	1		0.00						
E 27 8	10/05/1	2 10/05/12	Fri 10-11p Blue Bloods	СМ	10-11p	F	:30	1	\$5,600.00LV1	0.00 NM	1	\$5,600.00
	art Date	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u> \$5,600.00	Rating 0.00						
E 28 8	10/06/1		8 News Now Sat 8 News Now Sat	•	5-7p	S-	:30	1	\$225.00 LV2	0.00 NM	1	\$225.00
	ROTATION	DN <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	S-	1	\$225.00	0.00						
E 29 8	10/06/1	2 10/06/12	Politics Now S Se Politics Now S Se		Various (5:30 PM-6:0	S- 0 PM)	:30	1	\$250.00LV3	0.00 NM	1	\$250.00
	ICS NOW		Maskaladava	Cmata AMa ak	Dete	Detine				İ		
<u>Si</u> Week: 10	art Date 0/01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
E30 8		2 10/06/12	Sat 10-11p	СМ	10-11P	s-	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
48 HR	MYSTER	Υ	48 Hours Mystery	<i>'</i>								
S	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 E 31 8		10/07/12	CBS Early Show	1 - Sat. CM	\$900.00 5-7a	0.00 S-	:30	1	\$335.00LV1	0.00 NM	1	\$335.00
			CBS Early Show						••••			
	Y SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/01/12	10/07/12	s-	1	\$335.00	0.00						
E 32 8	10/07/1 V SU MR1		8 News Now Sun 8 News Now Sun		8 News Now	Sun AS	:30	1	\$135.00LV3	0.00 NM	1	\$135.00
	art Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$135.00	Rating 0.00						
E33 8	10/07/	12 10/07/12	CBS News Sunda		CBS Sunday	MorniS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
	AY MRN				Dete	Dating						
<u>S</u> Week: 1	tart Date 0/01/12	End Date 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$1,225.00	Rating 0.00						
E34 8	10/07/1	12 10/07/12	8 News Now Sun 8 News Now Sun		8 News Now	Sun AS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
	V SU MR2 tart Date	2 End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/07/12	S	1	\$350.00	0.00						
E35 8	10/07/	12 10/07/12	Face The Nation Face The Nation	СМ	Face The Na	ationS	:30	1	\$400.00 LV2	0.00 NM	1	\$400.00
	NATION											
<u>S</u> Week: 1	tart Date 0/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1		Rating 0.00						
E 36 8			NFL Reg Season NFL Football Reg		NFL Footba	ll RegS	:30	4	\$1,800.00LV3	0.00 NM	4	\$7,200.00
	OOTBAL					<b>-</b>						
<u>S</u> Week: 1	tart Date 0/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 4	<u>Rate</u> \$1,800.00	Rating 0.00						
E 37 8		12 10/07/12	•	СМ	7-8p	s	:30	1	\$6,000.00LV1	0.00 NM	1	\$6,000.00
60 MI	NUTES		60 Minutes									
S	tart Date	End Date	Weekdays	Spots/Week		Rating						
Week: 1 E 38 8		10/07/12 12 10/07/12	S	CM	\$6,000.00 8-9p	0.00	:30	1	\$7,350.00LV1	0.00 NM	1	\$7,350.00
	.5/0//				F	J	. = -	•			1	

Print Date: 10/08/12 12:11:45 Page 5 of 5

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ΑN	MAZING RAC	E	Sun 8-9p The Amazing Ra	се	(8:00 PM-9:0	0 PM)						
Weel	Start Date k: 10/01/12	End Date 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$7,350.00	Rating 0.00						
E 39		12 10/07/12	Sun 9-10p The Good Wife	CM	9-10p	S	:30	1	\$5,600.00LV1	0.00 NM	1	\$5,600.00
	IE GOOD WI Start Date k: 10/01/12	End Date 10/07/12	Weekdays S	Spots/Week	<u>Rate</u> \$5,600.00	Rating 0.00						
E 40	8 10/07/	12 10/07/12	Sun 10-11p The Mentalist	CM	10-11p	S	:30	1	\$7,700.00LV1	0.00 NM	1	\$7,700.00
	SI MIAMI Start Date k: 10/01/12	End Date 10/07/12	Weekdays S	Spots/Week	<u>Rate</u> \$7,700.00	Rating 0.00						
E 41		12 10/07/12	8 News Now Sun 8 News Now Sur	•	11-1135P	5	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
	NOW SU 11P Start Date k: 10/01/12	M End Date 10/07/12	Weekdays S	Spots/Week	<u>Rate</u> \$1,225.00	Rating 0.00						
E 42		12 10/07/12	Eye on Wash/Wa Eye On Wash/W	all St JoGM	5-6a	S	:30	2	\$85.00LV2	0.00 NM	2	\$170.00
	EWS <u>Start Date</u> k: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u> \$85.00	Rating 0.00						
N 43		12 10/05/12		CM	1237a-137a	WTF	:30	2	\$90.00LV4	0.00 NM	2	\$180.00
Wee	Start Date k: 10/01/12	End Date 10/07/12	Weekdays wTF	Spots/Week 2	<u>Rate</u> \$90.00	Rating 0.00						
										Totals	71	\$100,745.00